IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Cont. Appln. No. 1 of 09/969,114, Filed Group No.: Not yet assigned

October 1, 2001

Examiner:

Not yet assigned

Applicant(s): Clive P. Hohberger et al.

I hereby certify that this correspondence is being

Serial No.:

Not yet assigned

deposited with the United States Postal Service as first class mail in an envelope addressed to: Box Official Draftsman; Commissioner for Patents; Washington, D.C.

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Herewith

For:

METHOD AND APPARATUS FOR

ASSOCIATING ON DEMAND CERTAIN SLECTED MEDIA AND

VALUE-ADDING ELEMENTS

Attorney

Docket No.:

7887/83889

/2001

Date

Signature

SUBMISSION OF FORMAL DRAWINGS

Box OFFICIAL DRAFTSMAN

Commissioner for Patents Washington, DC 20231 Attn: Official Draftsperson

Sir:

Submitted herewith are twenty-four (24) sheets of formal drawings to be filed in the above-identified patent application. No new matter is added by the enclosed formal drawings.

Respectfully submitted,

WELSH & KATZ, LTD

Dated: October 25, 2001 WELSH & KATZ, LTD. 120 South Riverside Plaza 22nd Floor

Chicago, IL 60606

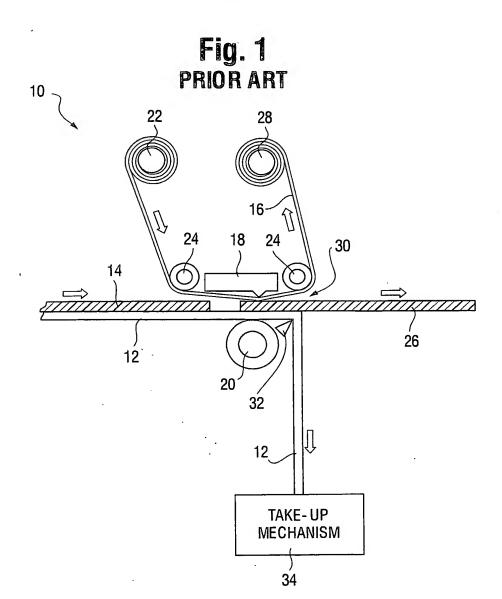
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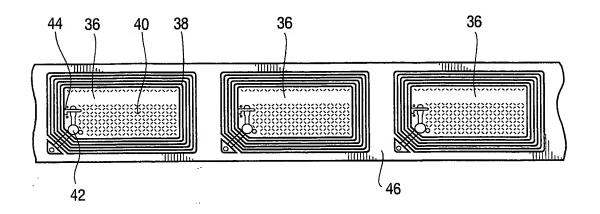
METHOD AND APPARATUS FOR ASSOCIATING ON
DEMAND CERTAIN SELECTED MEDIA AND VALUEADDING FLEMENTS

Dkt. No. 7887/83889



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The METHOD AND APPARATUS FOR ASSOCIATING IN DEMAND CERTAIN SELECTED MEDIA AND VALUE-ADDING ELEMENTS Dkt. No. 7887/83889

Fig. 2 PRIOR ART

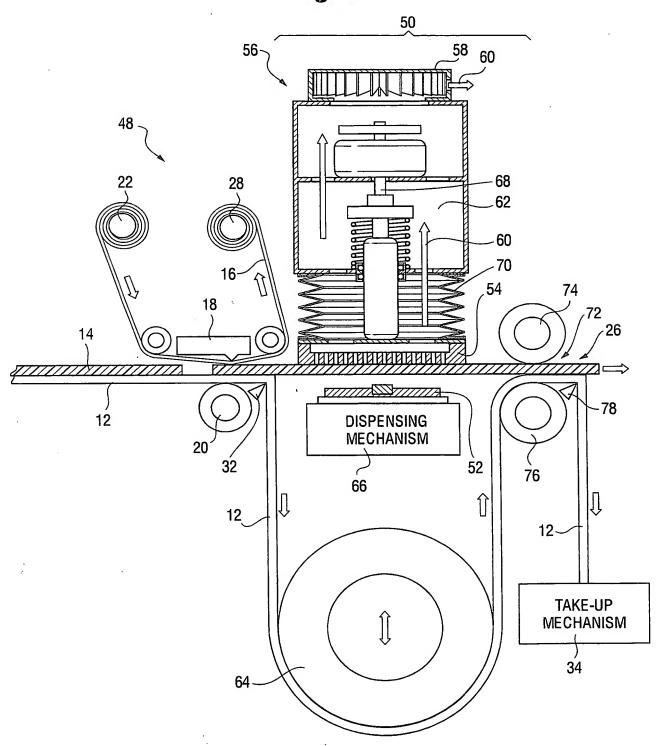


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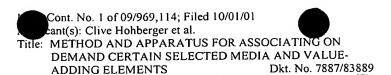
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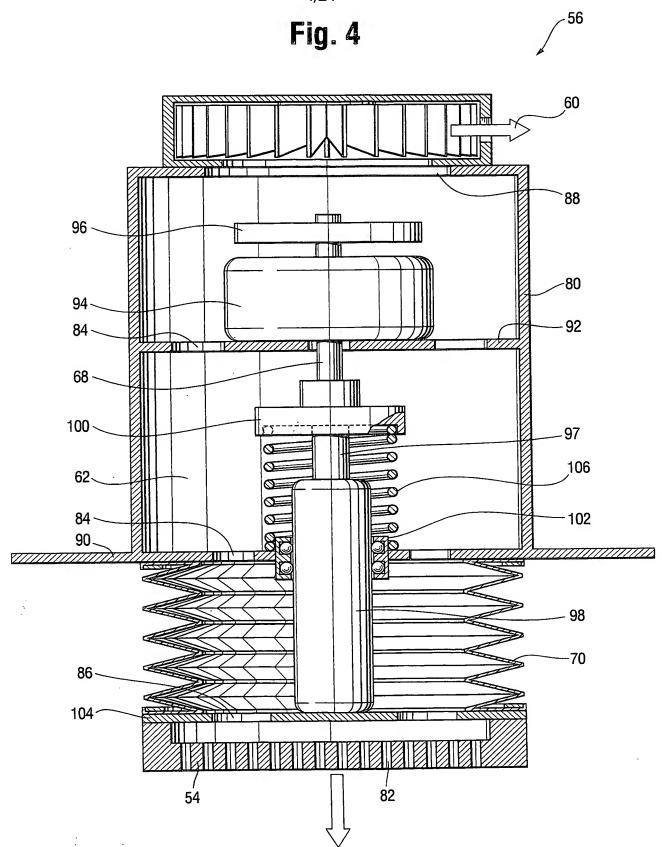
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Fig. 3



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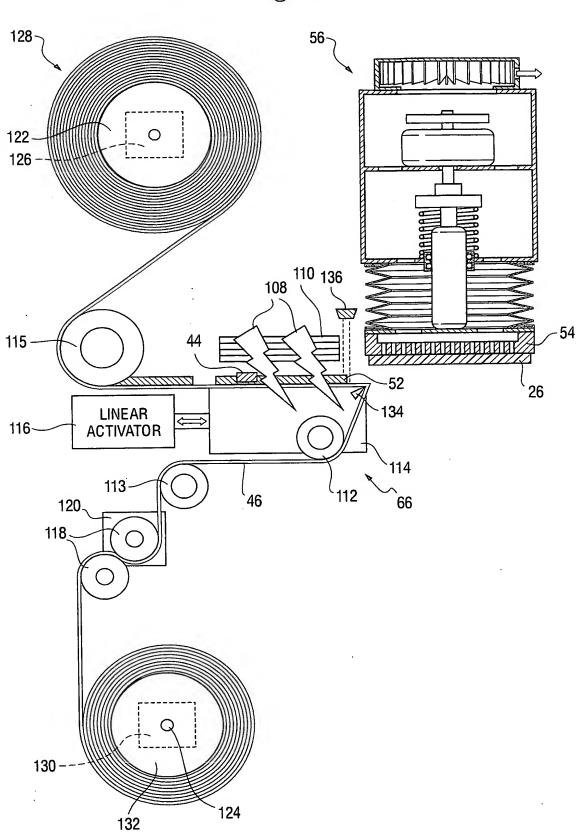




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Fig. 5

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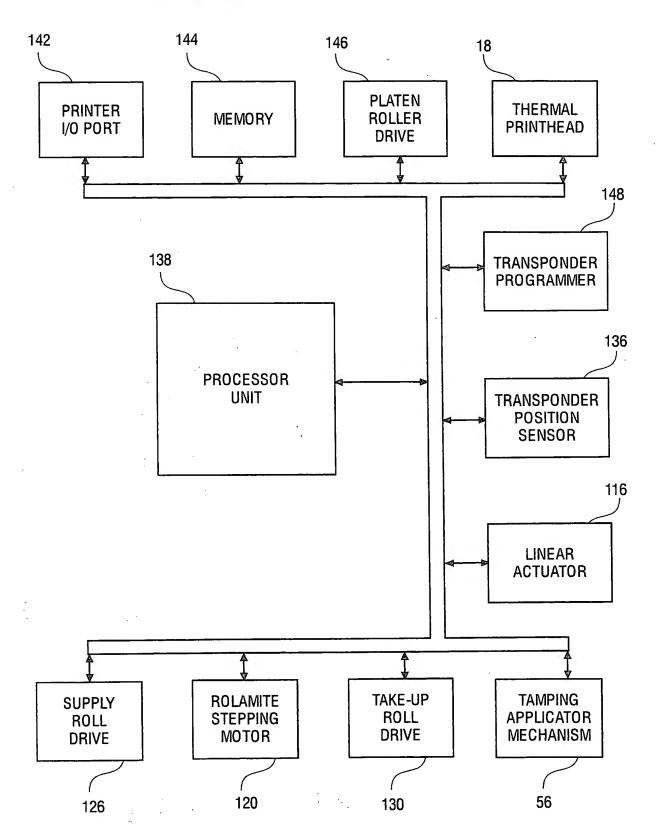


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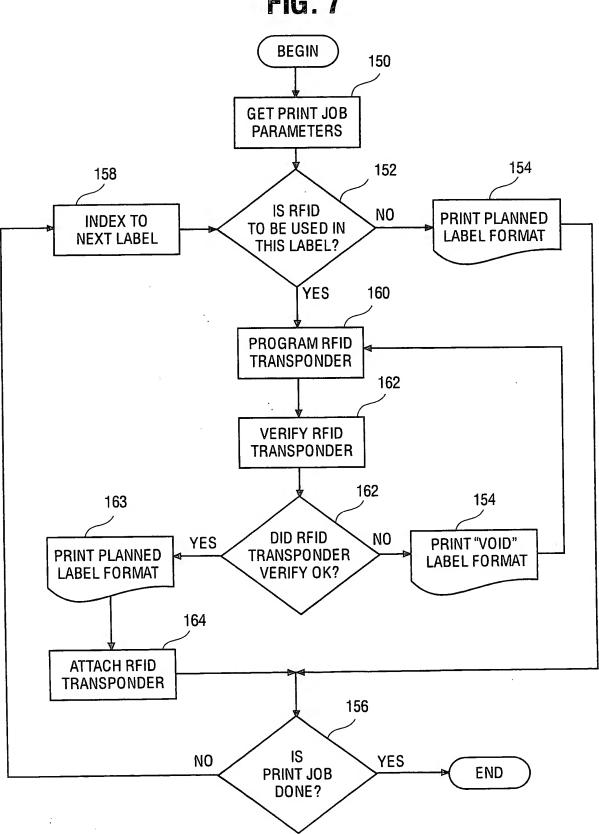
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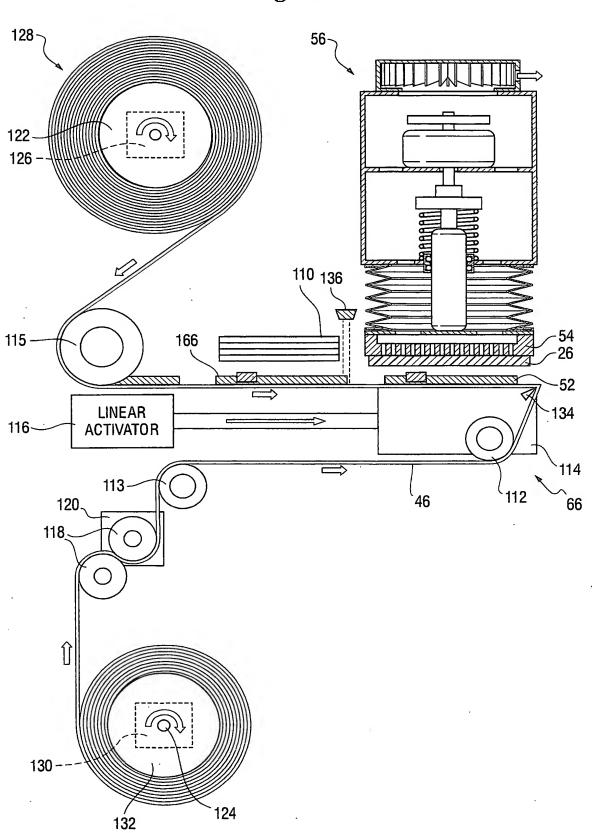
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FIG. 7



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Fig. 8



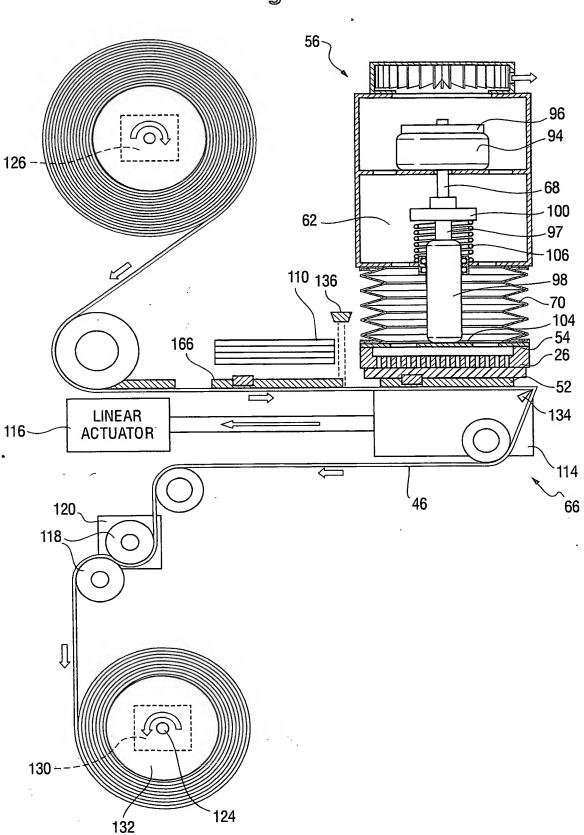
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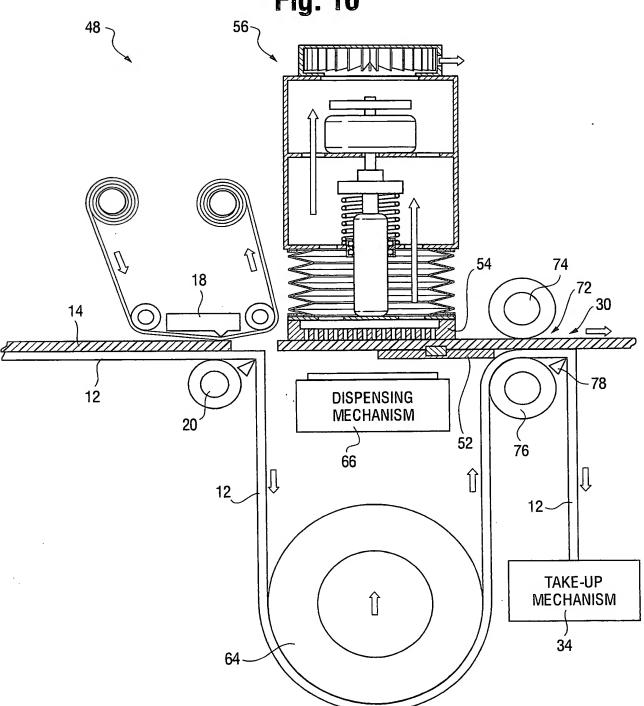
Fig. 9



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Fig. 10



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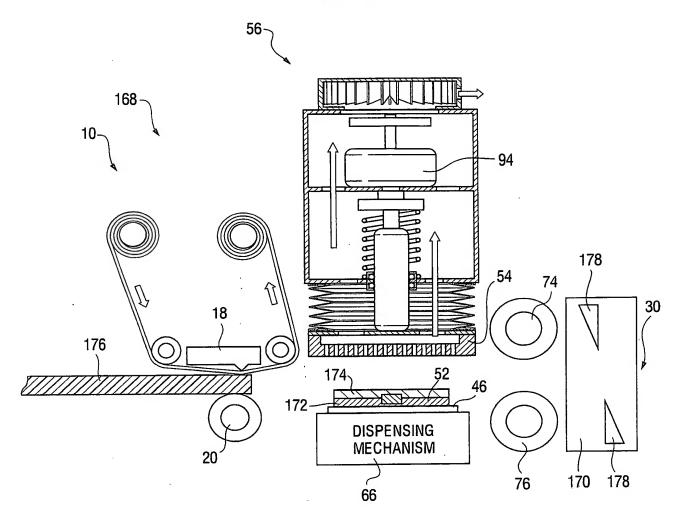
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Fig. 11



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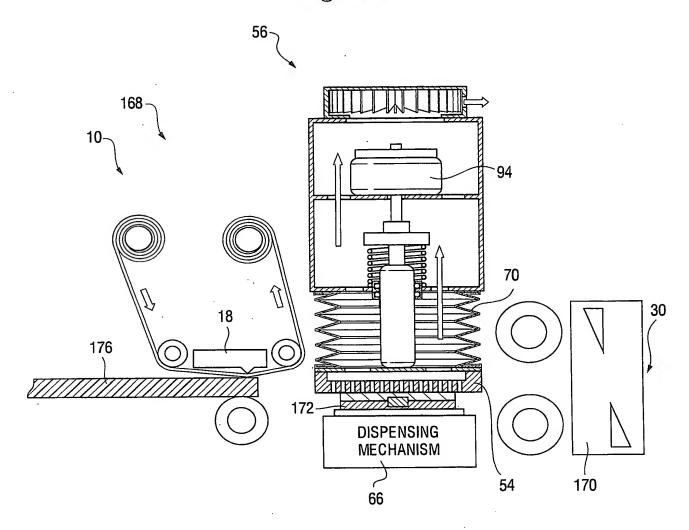
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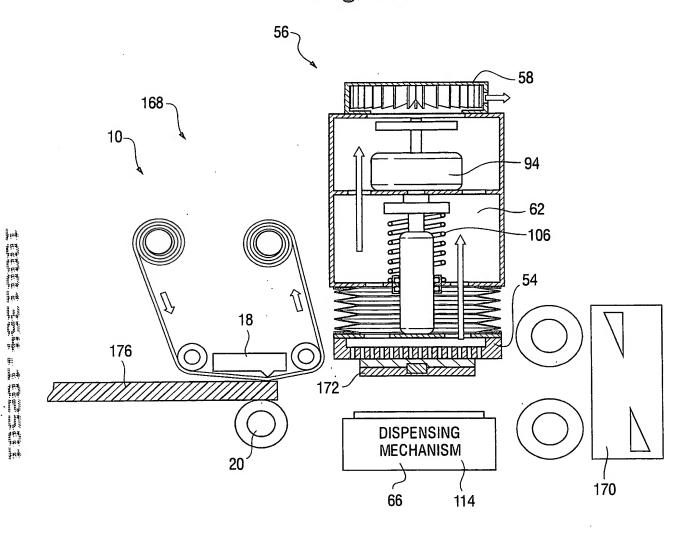
Fig. 12



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Fig. 13

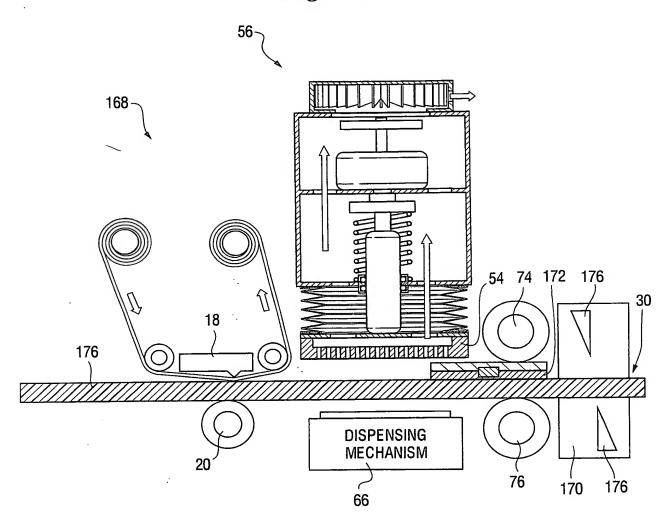


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Fig. 14



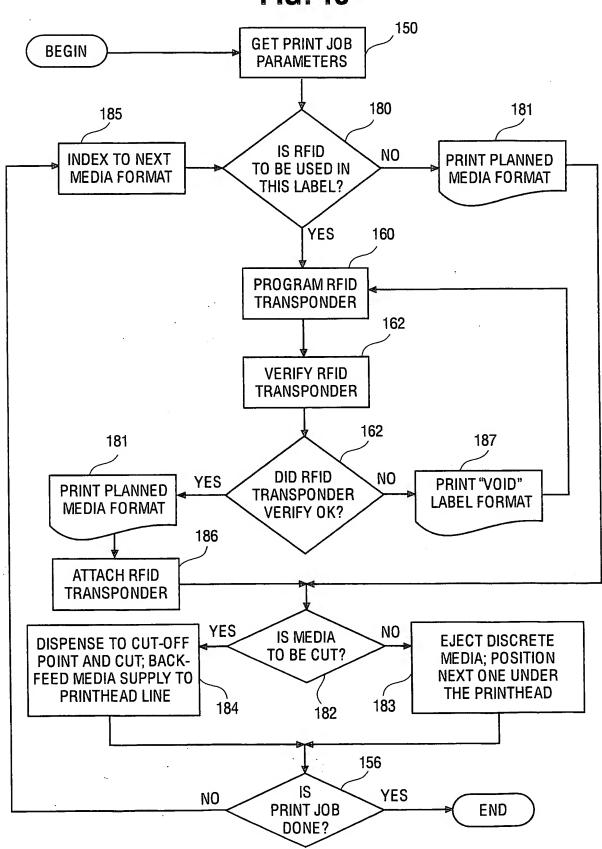
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FIG. 15

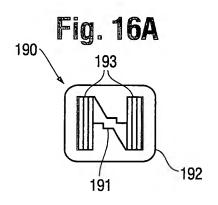


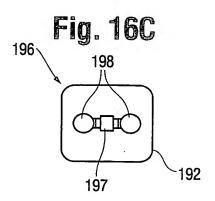
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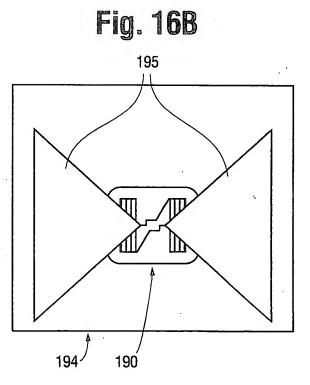
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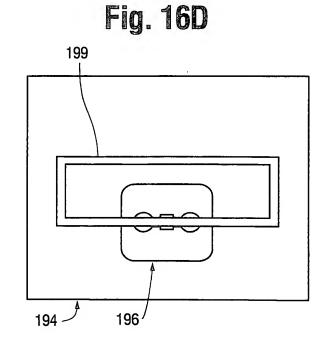
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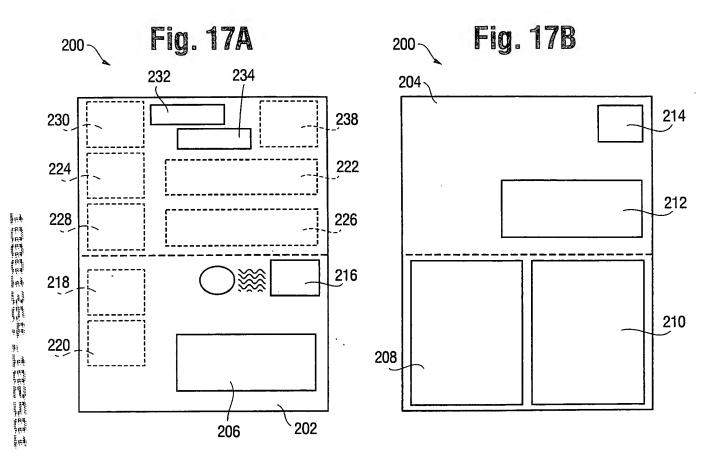




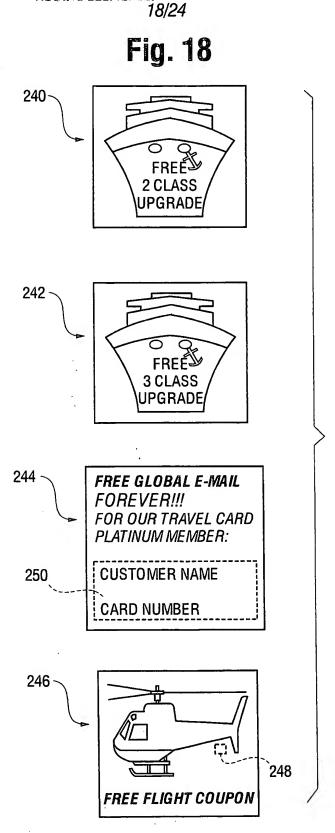
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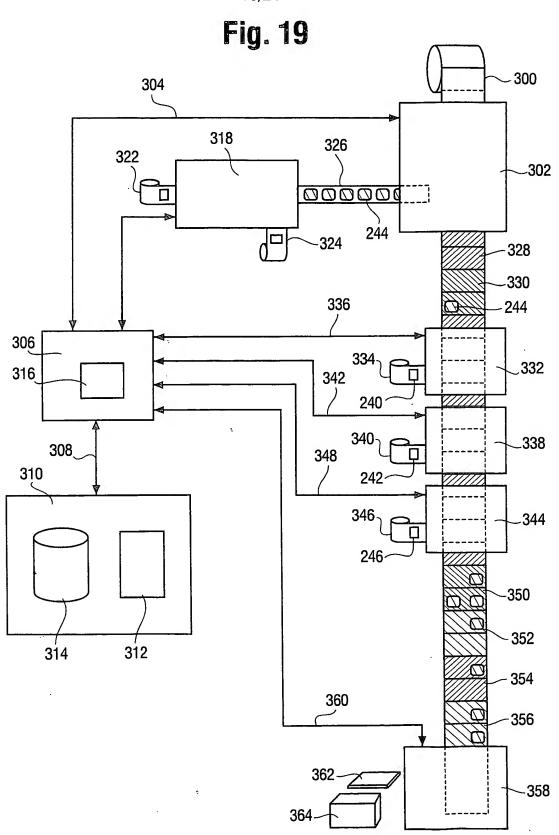
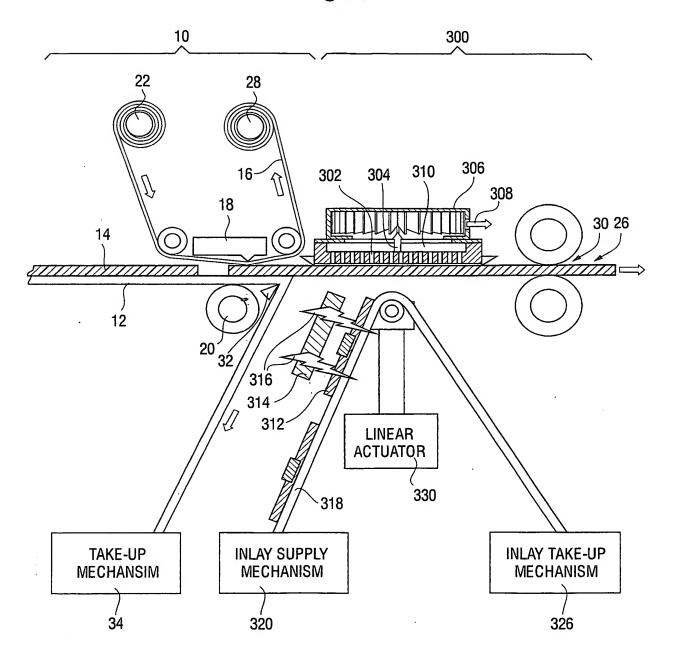


Fig. 20



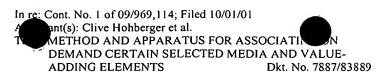
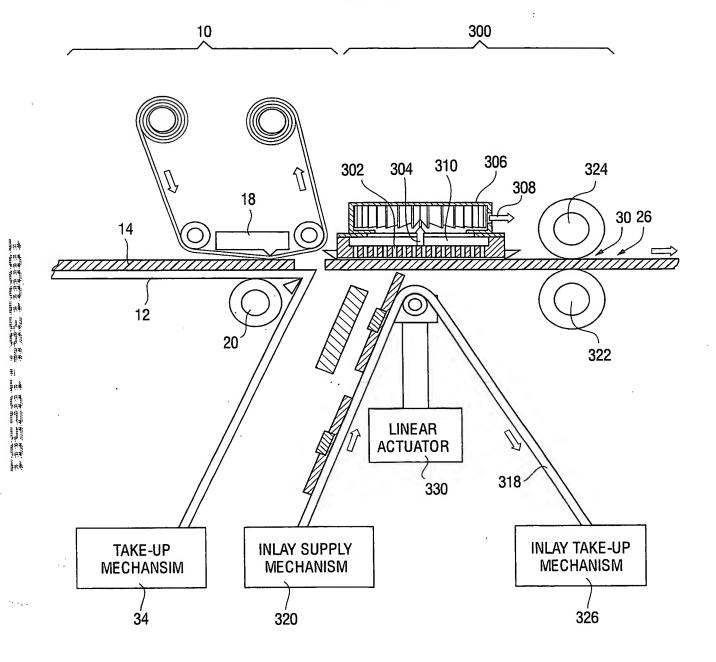


Fig. 21



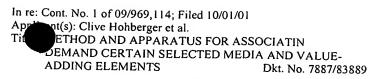


Fig. 22

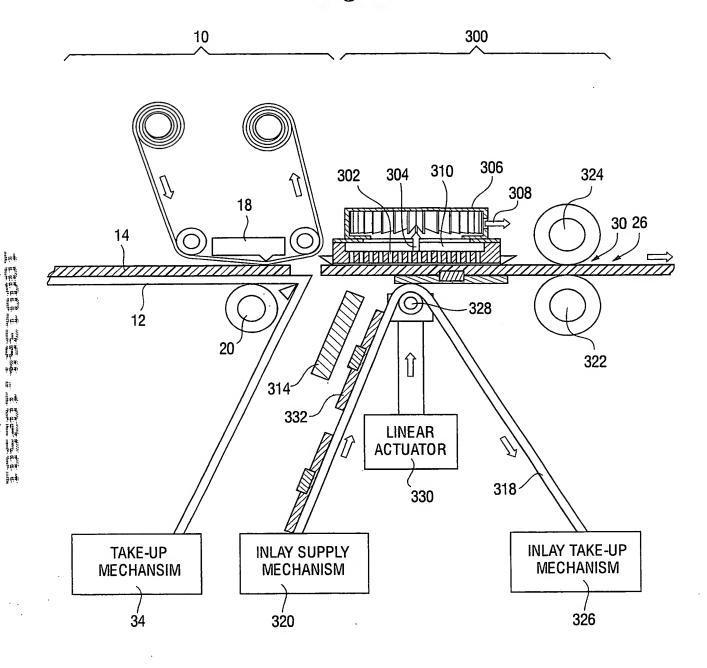


Fig. 23

